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Claims 101, 102, 104-119, 123, and 124 are pending in this application. By this Amendment, Applicant has cancelled Claims 121 and 122, without prejudice, Applicant has amended independent Claim 101, and Applicant has added new Claims 123 and 124. Applicant respectfully submits that the amendment to independent Claim 101 does not contain new matter. Applicant further submits that newly added Claims 123 and 124 do not contain new matter. Applicant respectfully submits that the present invention, as defined by Claims 101, 102, 104-119, 123, and 124, is patentable over the prior art.

Applicant has also deleted the Abstract of the Disclosure and has substituted therefor the new Abstract of the Disclosure which is attached hereto on a separate sheet. Applicant respectfully submits that the new Abstract of the Disclosure does not contain new matter.

Based on the foregoing amendments and the following Remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

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I. THE 35 U.S.C. §103 REJECTIONS:

The Examiner asserts that Claims 101, 102, 104-115, 118, 119, 121, and 122 are rejected under 35 U.S.C. §103(a) as being unpatentable over Capek, U.S. Patent No. 6,026,369 (Capek) in view of McCandless, "Web advertising" Intelligent Systems and Their Applications, IEEE, Volume: 13, Issue: 3, May/Jun 1998, page(s): 8-9 (McCandless), and further in view of Merriman, et al., U.S. Patent No. 5,948,061 (Merriman). The Examiner also asserts that Claims 116 and 117 are rejected under 35 U.S.C. §103(a) as being unpatentable over Capek, in view of McCandless, in view of Merriman, and further in view of Goldhaber, U.S. Patent No. 5,794,210 (Goldhaber).

As noted above, Applicant has cancelled Claims 121 and 122, without prejudice, Applicant has amended independent Claim 101, and Applicant has added new Claims 123 and 124. Applicant respectfully submits that the amendment to independent Claim 101 does not contain new matter. Applicant further submits that newly added Claims 123 and 124 do not contain new matter. Applicant respectfully submits that the present invention, as defined by Claims 101, 102, 104-119, 123, and 124, is patentable over the prior art.

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IA. SUPPORT FOR THE AMENDMENT TO INDEPENDENT CLAIM 101:

Applicant respectfully submits that the amendment to independent Claim 101 does not contain new matter. Applicant respectfully submits that support for the amendment to independent Claim 101, for example, can be found in the originally filed Specification at page 3, lines 1-15; page 8, line 8 to page 9, line 11; page 11, lines 16-21; page 10, line 1 to page 11, line 21; page 18, lines 3-9; page 18, line 15 to page 20, line 2; page 21, lines 8-16; page 34, line 17 to page 35, line 18; page 41, line 19 to page 42, line 2; page 44, line 3 to page 45, line 11; page 48, line 3 to page 52, line 21; page 53, lines 12-22; and page 56, line 5 to page 60, line 9. In view of the foregoing, Applicant respectfully submits that the amendment to independent Claim 101 does not contain new matter.

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IB. THE PRESENT INVENTION, AS DEFINED BY CLAIMS 101, 102, 104-119, 123, AND 124, IS PATENTABLE OVER THE PRIOR ART:

Applicant respectfully submits that the present invention, as defined by Claims 101, 102, 104-119, 123, and 124, is patentable over the prior art. Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over the prior art.

Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over Capek, McCandless, Merriman, Goldhaber, and any combination of same. Applicant submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, a computer-implemented method, comprising receiving and storing information regarding a first request by a content provider to be notified regarding an occurrence of an event, wherein the event is a storing of information for establishing an affiliated marketing relationship, at least one of receiving and storing information for establishing an affiliated marketing relationship, detecting the occurrence of the event with a processing device, generating a first message containing information regarding the event with the processing device,

wherein the first message is generated by the processing device in response to the occurrence of the event, and transmitting the first message to a computer or a communication device associated with the content provider, all of which features are specifically recited features of independent Claim 101.

Applicant submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship and, therefore, Applicant respectfully submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, receiving and storing the recited information regarding the recited first request by a content provider to be notified regarding an occurrence of the recited event which recited event is a storing of the recited information for establishing an affiliated marketing relationship.

Applicant further submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship and, therefore, Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose,

teach, or suggest, at least one of receiving and storing the recited information for establishing an affiliated marketing relationship.

Applicant further submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, detecting the occurrence of the recited event with the recited processing device, generating the recited first message containing the recited information regarding the recited event with the recited processing device, wherein the recited first message is generated by the recited processing device in response to the occurrence of the recited event, and transmitting the recited first message to the recited computer or the recited communication device associated with the content provider. Applicant respectfully submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship, the recited event, and the recited first message.

Applicant submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, receiving a second request, wherein the second request is transmitted from the computer or the

communication device associated with the content provider, wherein the second request is a request for information regarding an offer by a merchant associated with the event to create or establish an affiliated marketing relationship, generating a second message, wherein the second message contains information regarding the offer by the merchant to create or establish an affiliated marketing relationship and at least one of information regarding the merchant and contact information regarding the merchant, transmitting the second message to the computer or the communication device associated with the content provider, receiving information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship, processing the information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship between the merchant and the content provider, storing information regarding the affiliated marketing relationship between the merchant and the content provider, generating a third message containing information that the affiliated marketing relationship was created or established between the merchant and the content provider, and transmitting the third message to a communication device or a computer associated

with the merchant, all of which features are still other specifically recited features of independent Claim 101.

Applicant submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship and, therefore, Applicant submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, receiving the recited second request, wherein the recited second request is transmitted from the recited computer or the recited communication device associated with the content provider, wherein the recited second request is a request for the recited information regarding an offer by a merchant associated with the recited event to create or establish an affiliated marketing relationship.

Applicant submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, generating the recited second message, wherein the recited second message contains the recited information regarding the offer by the merchant to create or establish an affiliated marketing relationship and the recited at least one of information regarding the merchant and contact

information regarding the merchant. As noted above, Applicant submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship.

Applicant submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship and, therefore, Applicant submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, transmitting the recited second message to the recited computer or the recited communication device associated with the content provider, receiving the recited information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship, processing the recited information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship between the merchant and the content provider.

Applicant further submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship and, therefore, Applicant submits that Capek,

McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, storing the recited information regarding the affiliated marketing relationship between the merchant and the content provider, generating the recited third message containing the recited information that the affiliated marketing relationship was created or established between the merchant and the content provider, and transmitting the recited third message to the recited communication device or the recited computer associated with the merchant.

In view of the foregoing, Applicant respectfully submits that Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, many of the specifically recited features of independent Claim 101 and, therefore, Capek, McCandless, Merriman, Goldhaber, and any combination of same, do not disclose, teach, or suggest, all of the specifically recited features of independent Claim 101.

In view of the foregoing, Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over Capek, McCandless, Merriman, Goldhaber, and any combination of same. In view of the above,

Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over the prior art. Allowance of independent Claim 101 is, therefore, respectfully requested.

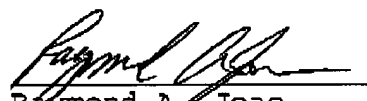
Applicant further submits that Claims 102, 104-119, 123, and 124 which Claims 102, 104-119, 123, and 124 depend either directly or indirectly from independent Claim 101, so as to include all of the limitations of independent Claim 101, are also patentable over the prior art as said Claims 102, 104-119, 123, and 124 depend from allowable subject matter.

Allowance of pending Claims 101, 102, 104-119, 123, and 124 is, therefore, respectfully requested.

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In view of the foregoing, the application is deemed to be in condition for allowance and action to that end is respectfully requested. Allowance of pending Claims 101, 102, 104-119, 123, and 124 is respectfully requested.

Respectfully Submitted,


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Encl.: - Abstract Of The Disclosure

June 2, 2008

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